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"MARKETING OF HEALTH AND WELLNESS FOOD PRODUCTS: A CASE STUDY OF SELECTED URBAN CITIES OF MAHARASHTRA STATE"

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“MARKETING OF HEALTH AND WELLNESS PRODUCTS: A CASE STUDY OF SELECTED URBAN CITIES OF MAHARASHTRA STATE”

Introduction:

Consumer food purchase behavior is changing significantly across the world and consumers are now getting more and more attracted towards good taste, convenience, and health enhancing properties of food. Consumer needs for health and wellness food products continue to evolve in India, growing income levels and increasing awareness have started a change in aspirations and behavior. Health and wellness, which till recently was a relatively niche concept targeting a select few, has now gained mainstream audience. Consumers today want to take control of how they look and feel, and this is driving purchase decisions across categories such as food, beverages, personal care products and services. In response to this, marketers have launched products and services that today constitute wellness market in India.

While this industry continues to grow, it still remains a fraction of overall consumer expenditure in India. Indian consumers display a wide spectrum of behavior characteristics right from ‘passives’ where demand for wellness products is still hidden to ‘believers’ for whom wellness is an integral part of their regular schedule. In this diverse and complex market, it is critical for wellness players to identify their core target customer, align their value proposition with specific needs of this target segment and keep abreast with changing consumer needs.

The scope in the health and wellness market in India increase in consumer can potentially create an additional opportunity for health and wellness food companies. Today’s young consumers are increasingly driven by health and wellness choices. They are likely to form the foundation for a more evolved and mature consumer base in a decade. This evolving consumer base will provide the momentum for growth driving the health and wellness market.

The Indian wellness consumer can be classified into four broad categories passives, beginners, actives and believers. The passives represent the largest volume opportunity; the beginners are the fastest growing category, while the actives and believers together comprise only a small fraction of the population. These categories offer varying levels of opportunity for health and wellness companies.

Indian consumers have a high degree of acceptance for products that do not require significant changes in their consumption patterns. This is driving high growth in categories such as BFY, NH and FFB compared to dietary supplements.

Better for You (BFY) food Products

Better for You (BFY) food category includes all the packaged food and beverages where the amount of a substance considered less healthy like Sugar, Fat, Salt or Carbohydrate is removed or reduced during production. The Low Carbohydrate, Low Fat, Low Sugar, Fat Free and Sugar Free decaffeinated variants of standard packaged foods and beverages are included in this category.

Food Intolerance (FI) Food Products

"Food Intolerance category includes Gluten Free, Lactose Free and Diabetic food. Typically, these foods can be characterized as products made to look and taste like a food which normally contains a product that can cause a food intolerance or allergy. The products for food intolerances are designed as standard food substitutes to help avoid aggravation of certain conditions for example Gluten Free Bread, or Lactose Free Milk".

Fortified/ Functional (FF) Food Products

"Fortified/Functional (FF) products can be defined as those food items to which healthy ingredients have been added. Fortified/functional food and beverages provide health benefits beyond their nutritional value and/ or the level of added ingredients would normally not be found in that product. To merit inclusion in this category, the defining criterion here is that the product must have been actively fortified/ enhanced during production".

Naturally Healthy (NH) Food Products

"Naturally Healthy (NH) category includes food and beverages on the basis of naturally containing a substance that improves health and wellbeing beyond the product's pure calorific value. These products are usually a healthier alternative within a certain sector/subsector. Some products included are: High Fibre food, Soy products, Sour Milk Drinks, Nuts, Honey, Fruit Snacks, Olive Oil, 100 percent fruit/ Vegetable Juice, Natural Mineral Water, Green Tea, Herbal Tea etc.

Organic Food (OF) Products

Organic Foods (OF) as the category that includes food produced through a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and

fertilizers. Organic food and beverages are minimally processed without artificial ingredients, preservatives or irradiation. ‘Certified Organic’ means the item has been grown according to strict uniform standards that are verified by independent state or private organizations. Depending on the country, such products are called ‘Organic’, ‘Biological’ or ‘Ecological’.

Review of Literature:

Literature Review of relevant earlier research work is an essential component of academic project, as a good literature review creates a strong foundation, based on which knowledge in the domain can be further built and expanded. The researcher found that Maharashtra State has a huge potential for health and wellness food products. Almost all brands have presence in this territory. Most of the leading Fast Moving Consumer Goods (FMCG) companies are doing good business. Maharashtra State is the largest market, which is very competitive and matured one in India. The sale of FMCG products is through organized as well as unorganized markets. Organized retail outlets like D-Mart, Spencers, In Orbit, Metro Cash 'n' Carry, Food World, Health 'n' Glow, Amway, Himalaya Drugs and Dabur India Ltd, Naturex, PepsiCo India Holdings Pvt. Ltd., are significant contributors in the sale of FMCG products.

The marketing strategy for health and wellness food products appeal especially to "Diabetics", "Overweight", "Healthy eaters", "Health conscious" and general consumers who pay attention to wellbeing claims. Expecting health benefits from food and beverages, these products are marketed as No Preservatives, Fat Free, No Cholesterol, Wheat Free, Fiber Rich, No Salt, Sugar Free, No Calorie, Zero Calorie, Low Calorie, 100% Fruit, High Fibre Cereals, Soy, Olive Oil, Green Tea, products have become important part of regular daily diet, Vitamin, Mineral supplements and Protein powders continue to drive growth.

1) Stanton Catherine, Gardiner Gillian, Meehan Hellary, Collins Kevin, Fitzerald Gerald, Bredan Lynch P, and ross Paul R, (2001), in their research article "Market Potential for probiotics," describe on functional foods concept which is becoming popular with consumers because of a loud awareness of the association between health, nutrition and diet, the probiotic market particularly dairy products yougurts and fermented milks has experienced quick growth, highly educated females are more fascinated towards functional foods because females have a strong belief, prevents disease through improved immunization with the help of functional foods ingredients include probiotics, prebiotics, vitamins and mineral, fermented milk ad yogurts, sport drinks, baby foods sugar free confectionery, sugar free chewing gum so due to health awareness in functional foods people are attracted towards these foods.

2) Leigh Ann Love, James A. Sterns, Thomas H.Spreen, and Allen F. Wysocki, (2006), in their article "When consumers Diet, Should Producers Care? An Examination of Low Carb Dieting and U.S. Orange Juice Consumption", has given a light on decreases consumption of Orange juice in U.S. since late 1990s because of lifestyle change more and increased media attention towards Low Carbohydrate, Low Fat, Low Calorie products to get an complete health benefits and to maintain their health fit by

consuming the Low Carbohydrate products because obesity becoming an ever greater concern for Americans so the popularity of diets and dieting is likely increase and at the same time the media is also creating health awareness towards obesity.

3) Pragya singh,(2008), (Eat No Evil), an article with www.outlookindia.com Delivered her views as 'No preservatives', 'Fat Free', 'No Cholesterol', 'Wheat Free', 'Fiber Rich', 'No Salt', 'Sugar Free', 'No Calories'. Today's foods must announce exactly what one have or don't have to get off the shelf. The alternative food revolution is here; after diabetics and weight watchers, a new generation of health conscious Indians is dictating trends to food companies. High awareness, a change in the lifestyle of the urban influential and increased knowledge of preventive healthcare is fueling sales. "The fitness conscious have joined people with health problems to buy these items like never before," Proof of this can be seen on the shelves of the shop, 'lite' butters, low-fat and sugar-free ice creams, probiotic yoghurts, flavoured 'Sugar Free' milk, Chocolate without milk or sugar, Transfat free and Low sodium crackers, and roasted 'Diet' Namkeens and big companies such as Nestle India, Unilever, and Kellogg all are launching new food products to meet these demands. A two year old Mumbai firm that manufactures around 250 foods including cookies and a mango chutney exclusively for diabetics, under the brand name, Sugarless Bliss is also now sold in many versions 'Fat Free', 'Wheat Free', 'Gluten Free', 'Nut Free' or 'Sugar Free'. No wonder the breakfast cereals market in India has more than doubled in a short period of time.

4) Dr. Gnanamkonda Vijayudu & Dr. Satya Prasad VK, (2014), in their research article "Consumer Awareness and Consumption Pattern of Probiotic and Sugar Free Ice Creams in Hyderabad & Secunderabad" describe that due to increase in health awareness among consumers, marketers have lunched probiotic and sugar free ice creams in the market, this type of ice creams, sugar has been replaced with zero calorie and low calories sweeteners which will be helpful for diabetics and health conscious in the age group of 35 and above are more aware because they are more health conscious professionally qualified people have the high level awareness about probiotic and sugar free ice creams, increased health awareness and health consciousness among consumers. Diseases like diabetes to overcome these problems and give the joy of consumption of ice creams even to this category of consumers, companies have promoted sugar free and priobetic ice creams products in the market.

5) Antao Lisa, (2013), in her research article "Why too much vitamin D can be bad for you, obesity leads to vitamin D deficiency," describes that there are plenty of studies throwing light on the link between vitamin D and weight, specifically , it being beneficial for weight loss. " it has been hypothesized that because vitamin D is a fat soluble vitamin, it is hidden away and stored in fat tissues and muscles and then released slowly too. Study shows that so recommends supplementation of vitamin D for weight loss only combined with moderate form of activity, a balanced diet and lifestyle modifications. So before self-medication first consultation is very important to know the patient's lifestyle, health concerns.

6) Varma Subodh, (2014) in his research article “Indians Eating More but Not Eating Better,” reveals under calorie count a recent survey shows that Indian habits are changed yet nutritional level seems to be the same. But it is replaced by the more fat and more snacks, beverages and other processed foods. Protein consumption has declined in rural areas and remained the same in urban areas. The planning commission had set a norm of 2400 Kcal per person per day for the urban sector, these are averages for the whole country even though if a person consumes recommended calorie intake 2,320 Kcal a day it’s enough but average actual intake in rural and urban areas is 2,099 Kcal & 2058 Kcal respectively according to NSSO, 2011 and it shows that this is less than in 1993-94 when it was 2153Kcal & 2,099 Kcal in urban areas.

7) Setalvad Naini,” (2014), in her research article ”Triumph with the Wealth of Indian Diet,” describes about self, Naini is a obesity and lifestyle disease consultant , after journey from 160 kilos to 60 kilos she Has given a light on Indian traditional food diet as people to love good food that’s good for one, lifestyle disease in country due to moving away from our long established Indian diet, yoga, herbs and whole grains by consuming freshly cooked vegetables, rice, whole wheat to jowar, bajra, ragi rajgira, barley. Good quality fats from mustard to groundnut, sesame, coconut and ghee provides a balance of monosaturated, poly unsaturated fat, and satisfies sweets cravings with natural sugar from dry fruits and jaggery so by adapting traditional Indian diet one can maintain fitness.

Statement of the Problem

A study on marketing of health and wellness food products aims to understand the attraction towards health and wellness food products in the recent years due to increase in health consciousness. With a change in consumers' attitudes and perceptions, changes in the purchase behavior of the consumers regarding the health and wellness food products arise a need to study and analyze the sales and marketing strategies adopted by health and wellness products, distribution of products, demographic, socio-cultural, psychological and economic factors affecting the buying decision of the consumers for health and wellness food products. There is also a need for a better understanding of the motivational factors which have brought about a paradigm shift in the purchase decisions of the consumers leading to new market trends throughout the country. Moreover, there are no studies on **Marketing of Health and Wellness Food Products in Selected Urban Cities of Maharashtra State**. As the Indian health and wellness food market is experiencing a significant growth, a complete study on understanding the market potential and consumer behavior for health and wellness food becomes important.

Objectives of the Study:-The study aims to

1. To assess the market size and potential for health and wellness food products in India.
2. To find out the reasons behind the consumption of health and wellness food products and their satisfaction level.
3. To understand the consumer behavior towards health and wellness food products.
4. To analyze the marketing strategies adopted by health and wellness food companies.
5. To identify the role and problems of sellers in selling health and wellness products.

Research Methodology

Research Design

In this present study both exploratory and descriptive research design will be used. Exploratory research is to provide insight and understanding to discover the ideas related to health and wellness products.

Data Sources

Secondary data: The secondary data builds a theoretical foundation in the subject matter for the present study secondary data will be collected from books, periodicals, journals, magazines and Government publications, company reports, websites etc,.

Primary data: Primary data gives a strong empirical base to the study. Health and wellness food products in Maharashtra state is emerging one. The consumption of health and wellness food products has been confined to the Maharashtra state. The data required for the present study will be collect from 1000 respondents of the health and wellness food products in Maharashtra state by adopting non-probability convenience sampling based on the Burns and Bush, formula.

The following categories of respondents will be covered under the study.

1) Respondents from diabetic hospitals, overweight, health conscious.
2) Respondents from fitness centers and swimming pools
3) Respondents from morning walk grounds and parks etc.,

Sampling Plan: The purpose of this study is to discover the market size to understand the problem to solve for respondents of health and wellness products in the Maharashtra State. Geographically Maharashtra is a big state. The population of Maharashtra is 11,060,148(as per

the 2011 census). The researcher had divided Maharashtra State into six administrative divisions for the convenience. The researcher will select two districts having more population size.

DISTRICTWISE POPULATION CHARACTERISTICS
CENSUS 2011
Population in Thousands

Division	District	Male	Female	Total	Sample size
Konkan Zone	Thane	5,865	5,195	11,060	175
	Mumbai Suburban	5,031	4,326	9,357	148
Nashik Zone	Nashik	3,157	2,950	6,107	97
	Ahmednagar	2,343	2,200	4,543	72
Pune Zone	Pune	4,924	4,505	9,429	150
	Solapur	2,228	2,090	4,318	69
Aurangabad Zone	Aurangabad	1,924	1,777	3,701	59
	Jalna	1,011	948	1,959	31
Amravati Zone	Amravati	1,481	1,408	2,888	46
	Yavatmal	1,420	1,352	2,772	44
Nagpur Zone	Nagpur	2,385	2,269	4,654	74
	Chandrapur	1,124	1,080	2,204	35
Total		**32,893**	**30,100**	**62,992**	**1000**

(**Source:** http://www.census2011.co.in/district.php)

The researcher will select two districts from each administrative division of Maharashtra State on the basis of large population and sample size has been chosen on proportionate of population from respective city.

1. **Sampling unit:** Persons who are health conscious and are demanding nutrition(s) products will be administered.
2. **Sample size:** 1) 1,000 respondents will be the selected consumers of health and wellness products in selected cities of Maharashtra state.
   2) Sellers of health and wellness products in selected urban cities of Maharashtra state.
3. **Contact Method:** The researcher will use questionnaire method to collect the adequate data.

Justification for Sample Size

The sample size of this study was determined by estimating proportion of people passing through consumption and the number of respondents from questionnaire. The sample size was calculated by the following formulation (Burns and Bush, 2007: 372).

$$n = \frac{Z^2 (pq)}{D^2}$$

Where

n = the sample size

Z = Standard normal deviate usually set at 1.96

(Correspondence to 95% confidence level)

p = the proportion in target population to have a specific characteristics if no estimate available set at 50%

q = 1 – p

D = Accuracy generally considered as 0.05 that is 5%

To identify the sample size for this study (at 95% confidence level), the acceptable Sampling error (e) and the standard error associated with confidence level (*Z* value) was set at 0.05 and 1.96 respectively. The estimated proportion between respondents gone through the questionnaires and total respondents of 160 respondents from questionnaires pre-testing will be 0.80. Thus, the sample size could be computed as

$$n = \frac{(1.96)^2 (80) (20)}{(0.0025)^2}$$

$$\frac{(3.8416) (0.80)(0.20)}{(0.0025)^2}$$

$$= 983.4496$$

The number of sample size would be at least 983 respondents; however,

1000 questionnaires will be applied for the convenience of this study

Sample Size for Sellers of Health & Wellness Products: - All sellers from the respective cities.

Hypotheses of the Study are as Follows

H0: There is satisfactory awareness of health and wellness food products among the general public.

H1: There is no satisfactory awareness of health and wellness food products among the general public.

H0: The preference regarding health and wellness food product differ from region to region.

H2: The preference regarding health and wellness food products do not differ from region to region.

H0: There is a relation between health consciousness and purchase of health and wellness food products.

H3: There is no relation between health consciousness and purchase of health and wellness food products.

H0: Socio economic status of the respondents has a direct influence on purchase of health and wellness food products.

H4: Socio economic class of the respondents doesn't have direct influence on purchase of health and wellness food products.

H0: Influencer plays a pivotal role in purchase and consumption of health and wellness products.

H5: Influencers did not plays a pivotal role in purchase and consumption of health and wellness products

Need of the Study

1. In earlier days, most of the citizens were not of health conscious but recently the concept of health consciousness is under the microscope of every individual.
2. In a country like India, where globalization has caused exposure to a range of ads, products and thus a change in lifestyle, more and more people have become health conscious.
3. With a market for Vitamins, Mineral, Supplements, Ayurved, Prebiotics, No Fat, Sugar Free, No Calorie, Zero Calorie, Low Calorie and so called 'diet' products growing, the researcher choose to analyze its consumers attitude and behavior.
4. The market for health and wellness products is growing steadily over time as there is an increase in consumer base as more and more individuals are opting for a healthier lifestyle.
5. The market for health and wellness products is more competitive with innumerable naturally healthy products manufacturers in the market trying to tap this market at its growing stage and make their mark.

Scope of the Study

The study covers an overview of the consumption trend of the health and wellness products in Maharashtra State. The focus is on the new product in health and wellness categories i.e. Vitamins, Mineral, Supplements, Zero Calorie, No Calorie, Low Calorie and Diet products, its market potential, the growth of the market in Maharashtra. The study will also take into accounts the challenges and opportunities to capture the major chunk of the market share for health and wellness products. The present study will focus on the perception of the respondents towards health and wellness products in Maharashtra State.

Area of Study

Urban cities of Maharashtra state is selected for this study due to the following reasons:

- The urban cities of Maharashtra state have shown growth trends in consumption of health and wellness products.
- There is increase in level of aspiration and desire to change among consumers in urban cities of Maharashtra State.
- Urban cities of Maharashtra States are emerging as a potential market, which can become an attraction center for National and International companies in near future.

Limitations of the Study

The adopted research methodology based on the following stated limitations of the research study: It is limited to only six divisions of Maharashtra State Konkan, Nashik, Pune, Aurangabad, Amravati and Nagpur in twelve urban districts markets namely Thane, Mumbai Suburban, Nashik, Ahmednagar, Pune, Solapur, Aurangabad, Jalna, Amravati, Yawatmal, Nagpur and chandrapur in the state of Maharashtra in India.

1. Health consciousness people of urban cities of Maharashtra State in the age group of 25 years and onwards will be considered.
2. It is limited to users who are in a position to exercise their choice in purchase of the type and products of health and wellness.
3. It is limited to the usage of a particular product category and does not include related product categories and companies, hence the area of research is restricted to below given companies of health and wellness food products.

Sr.No	Category	Company	Health and Wellness Food Products
01	Beverages	Dabur, PepsiCo and Coca Cola	Fruit Juices, Health drinks and Energy Drinks
02	OTC Products	HUL, Patanjali	Chaywanprash and Digestive products
03	Food products	PepsiCo, Parle, ITC, Britannia & Patanjali	Biscuits, breads and breakfast cereals
04	Packaged Milk and Ice creams	Nestle and Amul	Slim milk, Milk drinks, Ice creams, Yogurt drinks
05	Hot Beverages	HUL, Nestle and Patanjali	Tea, coffee, Green tea and soups

Chapter scheme:-

The present research work will be divided into following chapters

Chapter 1: Introduction and research methodology

Chapter 2: Understand the marketing environment for health and wellness products market

Chapter 3: Marketing strategies adopted by health and wellness product companies in India.

Chapter 4: Data analysis

Chapter 5: Findings, conclusions and suggestions.

Conclusions:-

With ranges of health and wellness products, different package size, portion options and distinct information on nutrition value, the eating behaviors, health issues like diabetes, obesity, high calorie products and low calorie products, vitamin products, mineral products and dietary supplement products etc. have acquired importance in market. The present study will provide the guidance to the marketers of health and wellness products to understand the benefits of consuming health and wellness products for the uniqueness of consumers' lifestyles and dietary choices. There is a drop in physical activity levels and that marketing practices are leading people to eat more.

There is a need of good products, but it is not the main precondition of market success. Consumers who are targeted by the health and wellness food products sector are usually well-educated, well-informed and wealthy. The basic objective is to map their needs. In order to be successful in the market,

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